



MAIL STOP APPEAL BRIEF-PATENTS

CUSTOMER NUMBER 27792

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Craig Ranta Attorney Docket No: MICR0230
Serial No: 09/476,291 Group Art Unit: 2611
Filed: December 30, 1999 Examiner: Chung, Jason J.
Title: METHOD AND SYSTEM FOR DOWNLOADING, STORING AND
DISPLAYING COUPON DATA USING THE HORIZONTAL OVERSCAN
PORTION OF A VIDEO SIGNAL

REVISED APPEAL BRIEF TRANSMITTAL LETTER

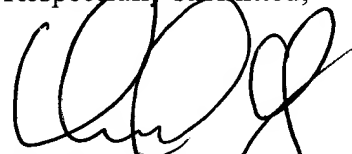
Bellevue, Washington 98004

September 2, 2005

TO THE COMMISSIONER FOR PATENTS:

Enclosed herewith for filing in the above-identified patent application is a Appeal Brief, Revised to Comply with 37 CFR 41.37, in triplicate. The appeal brief fee was paid previously when the brief was originally submitted on June 8, 2005. Please charge any additional fees or credit any overpayment to Deposit Account No. 01-1940. A copy of this sheet is enclosed.

Respectfully submitted,



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Date: September 2, 2005





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APPEAL BRIEF, REVISED TO COMPLY WITH 37 CFR 41.37

Bellevue, Washington 98004

September 2, 2005

TO THE DIRECTOR OF THE PATENT AND TRADEMARK OFFICE:

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1 This is an appeal from a final rejection by Examiner Jason Chung of Group Art Unit 2611. A
2 Final Rejection was mailed on November 18, 2004. Appellant filed a Notice of Appeal on
3 April 8, 2005 and paid for a two month extension of time to reply to the Office Action at that time.

4 The jurisdiction of this board is invoked under the provisions of 35 U.S.C. § 134 and 37
5 C.F.R. §§ 1.191-192.

6 I. REAL PARTY IN INTEREST

7 The real party of interest in this appeal is hereby identified as Microsoft Corporation, since
8 all right and title in the invention and in the patent application on appeal has been assigned to
9 Microsoft Corporation, as evidenced by a chain of title from the inventors of the patent application
10 identified above to the current assignee, as shown below:

11 From inventor **Craig Ranta** (assignment executed March 20, 2000) to **Microsoft**
12 **Corporation**. The assignment was recorded in the Patent and Trademark Office on April 10, 2000
13 at Reel 010679, Frame(s) 0654.

14 II. RELATED APPEALS AND INTERFERENCES

15 No other appeals or interferences are known to appellant, appellant's undersigned legal
16 representative, or by the assignee of this application that will directly affect or be directly affected by
17 or have a bearing on the Board's decision in this pending appeal.

18 III. STATUS OF CLAIMS

19 Claims 1-25, 27-29, and 31 remain pending in the application on appeal, Claims 26 and 30
20 having been previously cancelled. Appellant appeals the final rejection of each pending claim.

21 IV. STATUS OF AMENDMENTS

22 No amendment has been filed subsequent to the mailing of the Final Office Action.

23 V. SUMMARY OF CLAIMED SUBJECT MATTER

24 The claimed subject matter is directed to an electronic coupon created using a portable
25 computing device configured to receive electronic coupon data that have been extracted from the
26 horizontal overscan portion of a video signal, and methods for using such an electronic coupon.
27 Advertisers can encode electronic coupon data for transmission with a video signal. For example, an
28 advertiser for tires might encode coupon data in the video signal of a commercial for tires, so that the
29 coupon data are employed to produce an electronic coupon that can be redeemed for a discount when
30 purchasing tires in a retail establishment.

1 Independent Claim 1 defines a system for selectively storing and selectively displaying
2 coupons defined by data extracted from a horizontal overscan portion of a video signal. The system
3 includes a decoder configured to receive a video signal during a transmission session and to extract
4 coupon data from the video signal, and an electronic coupon configured to selectively store and
5 display extracted coupons. The electronic coupon itself comprises a display, a plurality of control
6 keys, a non-volatile memory, and a controller. The system and electronic coupon (100 in FIGURE 1
7 and 200 in FIGURE 2) are shown in FIGURES 1 and 2. The elements of the electronic coupon can
8 be seen in FIGURE 2, including controller 202. Significantly, the controller is configured to enable
9 a user to use the control keys to select a set-up mode prior to the transmission session. In response,
10 the controller causes a menu including a plurality of different products and services to be presented
11 to the user on the display. The user can then select at least one of the different products and services
12 displayed in the menu (such as selection indicating that the user desires coupons corresponding to
13 the product or the service selected to be stored in the electronic coupon). Based on the user's
14 selections in the set-up mode, the controller automatically analyzes coupons extracted from the video
15 signal by the decoder, such that only coupons that correspond to a product or services selected by the
16 user in the set-up mode are automatically stored in the memory, and all non matching coupons are
17 automatically discarded. The menu and set-up mode are discussed in the specification at page 3,
lines 5-7, and also at page 8, line 20 to page 9, line 5.

18 Dependent Claim 2 further defines that the decoder is an integral part of the electronic
19 coupon, as disclosed in the specification at page 9, lines 15-21. The decoder and electronic coupon
20 are shown in FIGURE 2.

21 Dependent Claim 9 further defines that the electronic coupon includes a mode key that
22 enables the user to switch the state of the electronic coupon between the set-up mode, a storage
23 mode (in which the controller analyzes extracted coupon data and saves each coupon corresponding
24 to the products and the services selected by the user in the set-up mode), and a redeem mode (in
25 which the controller causes a menu of each coupon stored in the electronic coupon to be presented to
26 the user on the display). The mode key is shown as part of electronic coupon 100 in FIGURE 1, and
27 part of electronic coupon 200 of FIGURE 2 (note mode key 212). The menu and set-up mode are
28 discussed in the specification at page 3, lines 5-7, and also at page 8, line 20 to page 9, line 5. The
29 storage mode is described in the specification at page 9, lines 6-14. The specification describes the
30 redeem mode at page 9, line 22 to page 10, line 12.

1 Independent Claim 13 defines a method for storing coupons extracted from the horizontal
2 overscan portion of a video signal in an electronic coupon including a controller configured to analyze
3 and manipulate the extracted coupons. One step enables the user to select a set-up mode, such that the
4 controller displays a menu including a plurality of different products and services. The user can then
5 select at least one of the different products and services (the selection of a product or a service indicating
6 that the user desires coupon data corresponding to the product or the service selected to be stored in the
7 electronic coupon). A video signal is received and coupons are extracted from the video signal. The
8 controller automatically performs the steps of determining if an extracted coupon corresponds to a
9 product or a service selected in the set-up mode, storing each corresponding coupon corresponding, and
10 discarding each non corresponding coupon. FIGURE 3 is a flow chart of related method steps, which are
11 described in detail in the specification at page 10, line 19 to page 12, line 2. The menu and set-up mode
12 are discussed in the specification at page 3, lines 5-7, and also at page 8, line 20 to page 9, line 5.

13 Dependent Claim 19 further defines that the electronic coupon includes a mode key that
14 enables the user to switch the state of the electronic coupon between the set-up mode (during which
15 a user can select products or services for which the users desires coupons to be stored), and a storage
16 mode (in which the controller analyzes extracted coupons and saves each coupon corresponding to
17 the products and the services selected by the user in the set-up mode). The menu and set-up mode
18 are discussed in the specification at page 3, lines 5-7, and also at page 8, line 20 to page 9, line 5.
19 The storage mode is described in the specification at page 9, lines 6-14.

20 Independent Claim 24 defines an electronic coupon similar to that included in the system
21 defined in Claim 1, except the electronic coupon includes an integral decoder. Thus Claim 24
22 defines an electronic coupon comprising a decoder (configured to receive a video signal and decode
23 coupons that are encoded in the video signal), a display (configured to selectively display decoded
24 coupons), a plurality of control keys, a memory (in which selected decoded coupons can be stored),
25 and a processor(configured to process the decoded coupons). Significantly, the processor
26 implements the functions of enabling a user to manipulate a control key to select a set-up mode, such
27 that the controller causes a menu including a plurality of different products and services to be
28 presented to the user. Subsequent user selection of a product or a service indicates that the user
29 desires decoded coupons corresponding to the selected product or the service to be stored in the
30 electronic coupon. The controller automatically analyzes the decoded coupons, such that only
coupons that correspond to a product or a service selected by the user in the set-up mode are

1 automatically stored in the memory, and each coupon that does not correspond to a product or a
2 service selected by the user in the set-up mode is automatically discarded. The decoder, the display,
3 the plurality of control keys, the memory, and the processor are encompassed in a portable housing
4 so the electronic coupon is transportable to a retailer, where coupons stored therein can be redeemed.
5 The electronic coupon (including the display and processor) and decoder are shown in FIGURE 2.
6 The menu and set-up mode are discussed in the specification at page 3, lines 5-7, and also at page 8,
7 line 20 to page 9, line 5. The integral decoder is disclosed in the specification at page 9, lines 15-21.
8 The specification describes the redeem mode at page 9, line 22 to page 10, line 12.

9 Independent Claim 27 defines a system substantially similar to the system defined in
10 Claim 1, except the electronic coupon includes a receiver configured to receive decoded coupon data
11 from the system decoder. Significantly, the electronic coupon in the system defined in Claim 27
12 includes the set-up mode discussed above, which presents a menu of a plurality of different products
13 and services that a user, so the user can control the types of coupons that will be stored by the
14 electronic coupon. An exemplary system is shown in FIGURE 1, an exemplary electronic coupon is
15 shown in FIGURE 2, and the menu and set-up mode are discussed in the specification at page 3,
16 lines 5-7, and also at page 8, line 20 to page 9, line 5.

17 Independent Claim 28 defines a method for delivering and storing coupons using the
18 horizontal overscan portion of a video signal and an electronic coupon. The electronic coupon
19 includes a decoder (configured to extract coupons from the video signal) contained in a housing
20 encompassing other elements of the electronic coupon, such that the electronic coupon can be taken
21 to a retailer to redeem a coupon stored therein. The method steps include receiving a video signal at
22 the electronic coupon, extracting coupons from the video signal using the decoder, storing extracted
23 coupons in the electronic coupon, taking the electronic coupon to a retailer to redeem a coupon
24 stored therein, and displaying the electronic coupon to a retailer to redeem the electronic coupon.
25 The integral decoder is disclosed in the specification at page 9, lines 15-21, while the specification
26 describes the redeem mode at page 9, line 22 to page 10, line 12.

27 Independent Claim 29 defines a method for delivering and selectively storing coupons using the
28 horizontal overscan portion of a video signal and an electronic coupon that includes a mode key
29 operative to enable a user to toggle between a start up mode and a storage mode. The method steps
30 include actuating the mode key to selectively enter the start up mode (in which the electronic coupon
automatically displays a menu including a plurality of products and services). The user can then select at

1 least one product or service from the menu (selection of a product or a service indicating that the user
2 desires coupon data corresponding to the product or the service selected to be stored in the electronic
3 coupon). Another method step involves actuating the mode key to selectively enter the storage mode,
4 such that in response to selection of the storage mode, the electronic coupon automatically evaluates
5 coupons to determine if such coupons correspond to a product or a service selected in the start up mode.
6 Other method steps include receiving a video signal, extracting coupons from the video signal,
7 automatically evaluating the extracted coupons, and if an extracted coupon matches a product or service
8 selected in the start up mode, then automatically storing the extracted coupon, and otherwise, not storing
9 the extracted coupon. FIGURE 3 is a flow chart of related method steps, which are described in detail in
10 the specification at page 10, line 19 to page 12, line 2. The menu and set-up mode are discussed in the
11 specification at page 3, lines 5-7, and also at page 8, line 20 to page 9, line 5.

12 Independent Claim 31 defines a system substantially similar to the system defined in
13 Claim 27, except the electronic coupon is defined as specifically including a mode key enabling a
14 user to selectively toggle between a set-up mode, a storage mode, and a redeem mode. The
15 electronic coupon includes a processor configured to automatically present a menu of different
16 products and services when the set-up mode is accessed via the mode key, so that a user can control
17 the types of coupons that will be stored in the electronic coupon. The processor is further configured
18 to analyze coupons in the storage mode, such that only coupons matching a product or service
19 selected in the set-up mode are stored. An exemplary system is shown in FIGURE 1, an exemplary
20 electronic coupon is shown in FIGURE 2, and the menu and set-up mode are discussed in the
21 specification at page 3, lines 5-7, and also at page 8, line 20 to page 9, line 5. The storage mode is
22 described in the specification at page 9, lines 6-14. The specification describes the redeem mode at
23 page 9, line 22 to page 10, line 12.

24 VI. GROUNDS OF REJECTION TO BE REVIEWED ON APPEAL

25 1. A determination as to whether Claims 1-25, 27-29, and 31 are patentable under
26 35 U.S.C. § 103(a) over Mankovitz et al. (U.S. Patent No. 5,523,794) in view of Small (U.S. Patent
27 No. 5,808,689), further in view of Terrill et al. (U.S. Patent No. 6,052,755), further in view of Levitan
(U.S. Patent No. 5,534,911), and further in view of Williams et al. (U.S. Patent No. 6,075,971).

28 Grouping of the Claims and Concise Statement of each Rejection to be Reviewed

29 In regard to the rejection of the claims as unpatentable under 35 U.S.C. § 103(a) over
30 Mankovitz et al. (U.S. Patent No. 5,523,794) in view of Small (U.S. Patent No. 5,808,689), further in

1 view of Terrill et al. (U.S. Patent No. 6,052,755), further in view of Levitan (U.S. Patent
2 No. 5,534,911), and further in view of Williams et al. (U.S. Patent No. 6,075,971), the claims do not
3 all stand or fall together.

4 Claims 1-25, 27, 29, and 31 must be analyzed with respect to whether the cited art teaches or
5 suggests a menu of products and services displayed in a set-up mode to enable a user to control the
6 types of coupons stored by the electronic coupon.

7 Claims 2, 24, 25 and 28 must be analyzed with respect to whether the cited art teaches or
8 suggests an electronic coupon comprising an integral decoder configured to extract coupon data
9 from the horizontal overscan portion of the video signal.

10 Further, Claims 9, 19, 29, and 31 must be analyzed with respect to whether the cited art
11 teaches or suggests an electronic coupon requiring a keystroke to place the electronic coupon in
12 a storage mode. The rejection based on Mankovitz in view of Small, further in view of Terrill,
13 Levitan and Williams, thus will require three distinct and different analyses relative to the
14 combination of references cited.

15 VII. ARGUMENT

16 Rejection of Claims 1-25, 27, 29, and 31 under 35 U.S.C. § 103(a)

17 The Examiner has rejected Claims 1-25, 27, 29, and as being obvious over Mankovitz et al. (U.S.
18 Patent No. 5,523,794), in view of Small (U.S. Patent No. 5,808,689), further in view of Terrill et al. (U.S.
19 Patent No. 6,052,755), further in view of Levitan (U.S. Patent No. 5,534,911), and further in view of
20 Williams et al. (U.S. Patent No. 6,075,971). The Examiner asserts that: (1) Mankovitz discloses an
21 electronic coupon on extracting data from the vertical blanking interval of a video signal; (2) Small
22 discloses extracting data from the horizontal overscan portion of a video signal; (3) Terrill discloses the
23 interchangeability of RAM and ROM; (4) Levitan discloses a personal channel menu a user can use to
24 select entertainment programming; and, (5) Williams discloses delivering coupons to a user based on a
25 personal preference profile (which can encompass programming, products, activities or services enjoyed
26 by the user). The Examiner concludes that an artisan of ordinary skill would have been led to combine
27 and modify these references in order to provide a system and method for distributing coupons. Appellant
respectfully disagrees for the following reasons.

28 Levitan discloses an entertainment network that generates a customer profile relating to a
29 particular customer's viewing preferences. Broadcast content is analyzed to determine how well a
30 particular program correlates to a customer's profile. When that customer is interested in viewing

1 program content, the customer can access their personal channel menu, and review programming
2 content selected by the entertainment network as corresponding to the customer profile. The
3 customer can then select a particular program to view. This approach is asserted to be convenient
4 for the customer, because instead of having to surf through many different channels looking for
5 content that may interest them, the customer is presented with a relatively small targeted list of
6 content. The Examiner specifically states that "It would have been obvious to one of ordinary skill
7 in the art the time the invention was made to modify Mankovitz in view of Small further in view of
8 Terrill to have a plurality of control keys bring up the menu so the user can select their desires as
9 taught by Levitan in order to enable the user to have an active part of what content they are
10 presented" (Office Action dated November 18, 2004, page 6, third paragraph).

11 It appears the Examiner is arguing that it would have been obvious to modify Mankovitz's
12 electronic coupon to include a menu that enabled a user to select content. The Examiner
13 acknowledges that Mankovitz fails to teach selecting a product or service, but asserts that Williams
14 discloses that a preference profile can be used to enable an entertainment network to deliver coupons
15 to specific users who have an observed or disclosed to preference for a particular service or product.
16 The Examiner concludes that further modifying Mankovitz's electronic coupon in view of this
17 teaching of Williams would achieve an equivalent to what appellant is claiming.

18 Appellant disagrees with the Examiner's conclusion that the above-noted combination of
19 references would achieve an equivalent invention. Appellant recognizes that Williams discloses a
20 technique for targeting the types of coupons that will be sent to (or stored by) a member of the
21 entertainment network, so that members of the entertainment network are likely to receive coupons
22 that correspond to their personal interests and are less likely to receive coupons that do not
23 correspond to their personal interests. The electronic coupon disclosed by Mankovitz does not
24 include any type of coupon filtering paradigm. Thus, any coupon data included in the vertical
25 blanking interval of video signal will be stored in Mankovitz's electronic coupon. Ignoring for the
26 moment the issue of whether sufficient motivation exists that would lead one of ordinary skill in this
27 art to modify Mankovitz in view of Williams (or any of the other cited art required to achieve an
28 equivalent invention), even if the electronic coupon disclosed by Mankovitz were modified to
29 incorporate the coupon filtering paradigm disclosed by Williams, the result would not be equivalent
30 to appellant's claims, because the coupon filtering paradigm disclosed by Williams is different than
the coupon filtering paradigm employed in the electronic coupon defined by appellant's claims.

1 Appellant's independent Claims 1, 13, 24, 27, 29, and 31 each recite the common element
2 (recited either as a step or as a function implemented by a processor) of a *set-up mode that displays a*
3 *menu of products or services to a user, enabling the user to control what coupons will be stored in*
4 *the electronic coupon, by selecting specific products or services from the displayed menu.* The core
5 issue with respect to this rejection is to determine whether the cited art teaches or suggests an
6 equivalent to this feature of these claims.

7 Appellant respectfully requests that the Board review the coupon filtering paradigm
8 described by Williams and the coupon filtering paradigm disclosed and claimed by appellant.
9 Appellant believes the two coupon filtering paradigms are clearly different and that appellant's
10 paradigm, as claimed, is not obvious in view of Williams or any other cited art. While this
11 difference is subtle, it nonetheless exists, and there is no evidence that one of ordinary skill in the art
12 would have been lead to modify the coupon filtering paradigm disclosed by Williams to achieve the
13 coupon filtering paradigm described and claimed by appellant.

14 Essentially, during a setup mode Williams' coupon filtering paradigm asks "*what does this user*
15 *like?*" In contrast, appellant's invention asks "*for what specific products or services does this user want to*
16 *receive coupons?*" The questions are not identical, nor will the coupons saved by an electronic coupon
17 according to each paradigm be identical. Williams' paradigm can be *overly broad* in the variety of
18 coupons provided a user compared to appellant's paradigm. Williams' entertainment network will deluge
19 users with all manner of coupons having a real or tangential relationship with the user's preference profile.
20 In contrast, users of appellant's have complete control over the coupons they receive, because the user is
21 able to specifically identify products or services from a menu presented in the setup mode, such that they
22 will receive *only* coupons for products and services they have specifically selected. Consider automobile
23 tires, a necessary but relatively infrequent purchase for car owners. Assuming that Williams' entertainment
24 network can identify specific users as car owners (which might require asking if the user is a car owner in a
25 survey or when establishing a profile), Williams' coupon filtering paradigm cannot determine *which* car
26 owners are interested in purchasing tires at any given time. Thus, according to Williams' coupon filtering
27 paradigm, *all* users who are car owners will receive coupons for automobile tires at all times such coupons
28 are available. Many of Williams' users that are car owners will not *want* such coupons, because at any
29 given time, most car owners do not need to replace their tires. According to appellant's coupon filtering
30 paradigm, car owners who *need* automobile tires (and who are users of appellant's electronic coupon) can
access the menu of products and services to select automobile tires as a product for which they should

1 receive coupons, and thereby ensure that their electronic coupon will save coupons for automobile tires,
2 until the user affirmatively de-selects automobile tires from the menu of products and services available in
3 the set-up mode. 'Williams' paradigm can also be *overly narrow* as compared to appellant's paradigm,
4 because clearly, a user may sometimes wish to receive coupons that are completely unrelated to their own
5 preferences. Furthermore, Williams' coupon filtering paradigm will not be very effective in providing
6 coupons for gifts selected to match the personal preferences of the *recipient*, as opposed to the giver. In
7 contrast, appellant's coupon filtering paradigm enables the user appellant's electronic coupon to select *any*
8 good or service in the menu displayed in the setup mode to ensure that the electronic coupon will store
9 coupons related to the selected good or service, *regardless* of any relationship that good or service may
10 have to a personal preference of the user. This enables a user of appellant's electronic coupon to selectively
11 receive coupons for products or services he or she intends to give as gifts, even when such gifts are
12 unrelated to the user's personal preferences. The coupon filtering paradigm disclosed and claimed by
13 appellant is therefore clearly different than that disclosed by Williams and provides a very different result
14 and functionality.

15 In the Final Office Action dated November 18, 2004, the Examiner asserts Williams discloses
16 that the user indicates a desire for products and services, to generate a preference profile, citing column 6,
17 lines 13-33 of Williams. Appellant agrees that Williams discloses that a user's preference profile can be
18 generated to include many different personal preferences of the user, including whether a user enjoy
19 sports, what type of sports the user enjoys, whether the user enjoys outdoor activities, what type of
20 television programming the user enjoys, the user's native language, the user's geographical location, and
21 the types of food enjoyed by a user (Column 6, lines 13-24 of Williams). Certainly some of those
22 preferences *could relate* to a preference for a particular type of good or service, but can also completely
23 fail to indicate specific goods or services for which a user would like to receive coupons. Clearly, such
24 personal preferences are related to the question of "*what does this user like?*" and not the question of
25 "*for what specific products or services does this user want to receive coupons?*" in appellant's claims.
26 This point will become particularly clear in examining the techniques disclosed by Williams for
27 generating preference profiles. Every technique described by Williams related to generating a preference
28 profile is based on the question "*what does this user like?*" Williams does not teach or suggest
29 determining "*specific products or services for which this user wants to receive coupons.*"

30 Williams teaches that preference profiles can be generated by surreptitiously tracking the
type of entertainment the user consumes (see column 2, lines 5-6). Clearly, generating a preference

1 profile by tracking a user's viewing habits is not equivalent to "*displaying a menu of products and*
2 *services to a user in a set-up mode, such that user selection of a product or service specifically*
3 *indicates that the user desires to have coupons corresponding to the product or service selected to*
4 *be stored by the electronic coupon.*" Tracking a user's viewing habits is an attempt to answer the
5 question "*what TV programming does this user like?*" Once that question has been answered,
6 Williams' entertainment network can attempt to match particular products or services related to the
7 selected kinds of programming in the profile for a particular user, based on the user's viewing
8 interests. However, tracking a user's viewing habits is not equivalent to providing a menu of goods
9 and services to a user, so the user can with specificity identify the goods and services for which the
10 user wants coupons stored on the electronic coupon.

11 Williams also teaches that preference profiles can be generated using user surveys (see
12 column 2, lines 7-9). Generating a preference profile by having a user complete a survey for an
13 entertainment network cannot logically be equivalent to "*displaying a menu of products and services*
14 *to a user in a set-up mode, such that user selection of a product or service specifically indicates that*
15 *the user desires to have coupons corresponding to the product or service selected to be stored by the*
16 *electronic coupon,*" unless the survey presents a menu of product and services *so that the user can*
17 *select products and services for which coupons are to be stored.* Williams does not teach or suggest
18 that the entertainment survey includes such a menu.

19 Another technique described by Williams for generating a preference profile is to have users
20 disclose a preference as part of a registration process or some promotion (see column 6, lines 5-8).
21 Generating a preference profile by having a user disclose entertainment preferences during
22 registration with an entertainment network or during a promotion offered by an entertainment
23 network cannot logically be viewed equivalent to "*displaying a menu of products and services to a*
24 *user in a set-up mode, such that user selection of a product or service specifically indicates that the*
25 *user desires to have coupons corresponding to the product or service selected to be stored by the*
26 *electronic coupon,*" unless the registration or promotion includes such menu. Again, Williams does
27 not teach or suggest that such is the case.

28 It should be apparent that generating a preference profile as described by Williams (by
29 tracking a users viewing habits, by answering a survey offered by an entertainment network, or by
30 completing a registration process with an entertainment network) is not equivalent to displaying a
menu of products or services in a setup mode, to enable a user to select a specific product or service

1 from the menu, *specifically* for the purpose of *enabling the user* to control the types of coupons that
2 will be stored in an electronic coupon.

3 It appears that the Examiner may have cited Levitan because Williams does not explicitly
4 teach a menu, whereas Levitan explicitly refers to a menu which enables a user to select
5 programming content. Appellant respectfully submits that a combination of Levitan's personal
6 channel menu and Williams' coupon filtering paradigm would not achieve the coupon filtering
7 paradigm disclosed and claimed by appellant. It is important to recognize that the content displayed
8 in Levitan's personal channel menu includes content that has been filtered according to a viewer's
9 personal profile information (see column 1, lines 44-54; column 2, lines 60-67; and column 4,
10 lines 14-35). Basically, during a setup mode a personal profile of each viewer is developed, and
11 Levitan's system filters programming content so that only programming content related to the
12 viewer's personal profile is displayed in the viewer's personal channel menu. This function is very
13 similar to Williams' coupon filtering paradigm, in that during a setup mode, the following question
14 is asked "*what does this user like?*" If Williams' entertainment network was modified to present a
15 menu of coupons filtered according to a user's preference profile, to enable the user to select
16 content/coupons that had been filtered according to that user's preference profile, such a
17 modification/combination would not result in a setup mode in which a menu of products or services
18 are displayed to a user, enabling the user to control the types of coupons corresponding to selected
19 goods or services that will be stored on an electronic coupon.

20 Even if the references are combined in the manner suggested by the Examiner, the result
21 achieved is thus not equivalent to the recitation of independent Claims 1, 13, 24, 27, 29, and 31,
22 because the cited art does not teach or suggest displaying a menu of products or services to a user in
23 a set-up mode for the purpose of enabling the user to control the types of coupons that will be stored
24 in an electronic coupon. In Williams' system (and Levitan's system), a user simply indicates what
25 the user likes. In appellant's claims, what a user *likes* is irrelevant, because the user specifically
26 indicates the goods and services *for which coupons are desired*. Clearly, these two techniques are
27 not identical or equivalent. Each of the independent claims is thus patentable over the combination
28 of art cited by the Examiner. Because dependent claims are patentable for at least the same reasons
29 as the claims from which they depend, Claims 2-12, 14-23, and 25 are also patentable for at least
30 these same reasons. Accordingly, the rejection of Claims 1-25, 27, 29, and 31 as being obvious over
the cited art should be withdrawn.

1 Rejection of Claims 2, 24, 25 and 28 under 35 U.S.C. § 103

2 The Examiner has rejected Claims 2, 24, and 25 under 35 U.S.C. § 103(a) as being
3 unpatentable over Mankovitz et al. (U.S. Patent No. 5,523,794), in view of Small (U.S. Patent
4 No. 5,808,689), further in view of Terrill et al. (U.S. Patent No. 6,052,755), further in view of
5 Levitan (U.S. Patent No. 5,534,911), and further in view of Williams et al. (U.S. Patent
6 No. 6,075,971). The Examiner concludes that an artisan of ordinary skill would have been led to
7 combine and modify the teachings of these references to achieve an equivalent to appellant's claim
8 in order to provide a more versatile system and method for distributing electronic coupons, and that
9 because Mankovitz discloses a portable coupon as *an integrated decoder*, the above combination of
10 references would achieve a portable electronic coupon including an integrated decoder.

11 The Examiner has similarly rejected Claim 28 under 35 U.S.C. § 103(a) as being
12 unpatentable over Mankovitz et al. (U.S. Patent No. 5,523,794), in view of Small (U.S. Patent
13 No. 5,808,689). The Examiner indicates that Mankovitz discloses a portable coupon including keys,
14 memory, a controller and a display, *and an integrated decoder*; and that Small discloses encoding
15 and decoding data using the horizontal overscan portion of a video signal. The Examiner appears to
16 conclude that an artisan of ordinary skill would have been led to combine and modify these
17 references to achieve an equivalent to appellant's claim in order to provide a more versatile system
18 and method for distributing electronic coupons.

19 Because Claims 2, 24, 25, and 28 each recite a decoder (i.e., the component that extracts
20 coupon data from the horizontal overscan portion of the video signal) that is part of the electronic
21 coupon, the patentability of such claims can be analyzed together. Claims 2 and 24 recite that the
22 decoder and other elements are encompassed by a common housing that it is sufficiently portable to
23 enable the electronic coupon to be readily transportable to a retailer, so that the coupons stored
24 therein can be redeemed. Such a portable electronic coupon is disclosed in appellant's specification
25 at page 10, lines 3-4, which describes that appellant's electronic coupon displays a coupon that is
26 read by a bar code scanner in a supermarket. Claim 28 recites the step of taking the electronic
27 coupon that includes the decoder to a retailer to redeem a coupon stored therein.

28 Appellant has previously argued that Mankovitz discloses an electronic coupon 10 that
29 couples to an *external* controller 12 (see FIGURE 1a of Mankovitz), which carries out the decoding
30 function, i.e., the external controller extracts coupon data from the vertical blanking interval of a
video signal. The Examiner has responded that because the controller/decoder disclosed by

1 Mankovitz includes a moiety connector 18 configured to receive a moiety connector 20 on the
2 electronic coupon, the controller can be considered to be encompassed in the same housing as the
3 electronic coupon. Respectfully, this conclusion does not appear to be well reasoned.

4 The Examiner is correct that Mankovitz discloses several different types of connections that
5 can be used to enable the decoder/controller to transfer coupon data to the electronic coupon. In
6 particular, Mankovitz discloses that the portable data coupon incorporates a receiver for the re-
7 transmitted encoded data (that is, the portable data coupon includes a receiver configured to receive
8 coupon data extracted from the vertical blanking interval of the video signal by the controller/decoder).
9 If, as the Examiner asserts, the decoder/controller is part of the electronic coupon, there would be no
10 need to transfer data between the decoder/controller and the electronic coupon. The very fact that
11 Mankovitz teaches that the *data must be transferred* from the decoder/controller to the electronic
12 coupon should indicate to one of ordinary skill in the art that the decoder/controller and the electronic
13 coupon are not contained in a common housing. The further assertion (Office Action dated
14 November 18, 2004, page 8, second paragraph) by the Examiner that the decoder/controller coupled
15 with the electronic coupon (referred to by the Examiner as the system) is taken to a retailer to enable a
16 coupon stored in the electronic coupon to be redeemed is entirely unsupported by Mankovitz's
17 disclosure. There is no evidence that Mankovitz teaches or suggests taking the *decoder/controller* to a
18 retailer, when taking the *electronic coupon* to the retailer.

19 The cited art clearly teaches that the decoder (i.e., the controller) is a separate component,
20 which is not integral to or part of the electronic coupon. Mankovitz specifically discloses that the
21 electronic coupon includes a display 22, input keys 24, 26, 28, 30, and 62, beeper 44, IR detector 16,
22 connector 20, IR emitter 32, processor 35, clock 42, RAM 36, ROM 46, and driver 40.
23 Controller 12 is clearly described as a separate component, *which is not part of the electronic*
24 *coupon*. Simply because the electronic coupon described by Mankovitz can couple to the controller
25 to receive data does not make the controller an integral part of the electronic coupon. In an attempt
26 to clarify this distinction, appellant employed language reciting that the elements of the electronic
27 coupon (including the decoder) are encompassed in a common housing. There is simply no
28 reasonable basis for asserting that the housing of Mankovitz's controller is the same housing on
29 Mankovitz's electronic coupon. Clearly, since Mankovitz's controller is removably coupled to
30 Mankovitz's electronic coupon via a hard wire connection, Mankovitz's controller cannot be
enclosed in the same housing as Mankovitz's electronic coupon. Two separate housings, enclosing

1 separate components (i.e., the controller, and the electronic coupon), are simply not a common
2 housing. The cited art, alone or in combination, therefore does not teach or suggest including a
3 decoder within an electronic coupon, as opposed to implementing the decoder in a separate housing,
4 as a separate device. This distinction is not merely a matter of design, since inclusion of a decoder
5 in the electronic coupon substantially adds to the functionality of the electronic coupon claimed by
6 appellant, compared to the electronic coupon of Mankovitz.

7 Claims 2, 24, and 25 also recite enabling a user to select at least one coupon category from a
8 menu of products or services, and thus, these claims also distinguish over the cited art for the reasons
9 discussed above with respect to the rejection of Claims 1-25, 27, 29, and 31.

10 Rejection of Claims 9, 19, 29 and 31 under 35 U.S.C. § 103

11 The Examiner has rejected Claims 9, 19, 29, and 31 under 35 U.S.C. § 103(a) as being
12 unpatentable over Mankovitz et al. (U.S. Patent No. 5,523,794), in view of Small (U.S. Patent
13 No. 5,808,689), further in view of Terrill et al. (U.S. Patent No. 6,052,755), further in view of
14 Levitan (U.S. Patent No. 5,534,911), and further in view of Williams et al. (U.S. Patent
15 No. 6,075,971). The Examiner indicates that Williams discloses a set-up mode, which enables users
16 to complete preference profiles that can be used to filter coupons, and a storage mode, wherein
17 filtered coupons are stored for later redemption. The Examiner asserts that Williams thus also
18 encompasses a redeem mode. The Examiner further notes that Levitan discloses a personal menu (a
19 final list of user desires), which the Examiner apparently concludes is equivalent to the menu of
20 stored coupons accessible by a user in appellant's redeem mode. The Examiner further asserts that
21 the use of a mode key is notoriously well-known in the art, and that it would have been obvious to
22 one of ordinary skill in the art at the time of the invention to modify the electronic coupon disclosed
23 by Mankovitz to achieve an electronic coupon in which a mode key enables the user to select a setup
24 mode, a storage mode, and a redeem mode.

25 Claims 9, 19, 29, and 31 each recite that the user must manipulate a key to place the
26 electronic coupon in a *storage mode*, wherein coupons are received and filtered according to
27 selections made by the user in the set-up mode. Significantly, appellant's electronic coupon will not
28 analyze coupon data and save coupons corresponding to the products and services selected by the
29 user in the setup mode unless a user has manipulated the key to place the electronic coupon in the
30 *storage mode*. This functionally is clearly patentably distinguished over the logic controlling the
function of Mankovitz's portable data coupon.

1 It appears that as long as Mankovitz's portable data coupon is energized and coupled to a
2 decoder/controller to receive coupon data, coupon data will always be stored in a first-in, first-out
3 memory buffer. As disclosed by Mankovitz, the portable data coupon includes a memory buffer and a
4 permanent memory. All incoming coupon data are initially stored in the memory buffer. Whenever
5 the capacity of the memory buffer is exceeded, the oldest coupon data are deleted to make room for the
6 newest coupon data. By manipulating a READ key, a user can review the contents of the buffer, and
7 then use a SAVE key to move selected coupons from the buffer to the permanent memory, to prevent a
8 particularly desired coupon from being overwritten in the buffer. The READ key is also used by
9 Mankovitz to access any coupon data stored in either the buffer or permanent memory, to facilitate
10 redemption or deletion of a specific coupon. If a particular coupon is no longer desired, a CANCEL
11 key can be manipulated to delete coupon data. If a particular coupon is to be redeemed, a SEND key
12 can be manipulated (it appears that in some embodiments, coupon data selected using the READ key
13 are displayed as a UPC code, enabling redemption without use of the SEND key).

14 Significantly, Mankovitz does not teach or suggest that a user first select a key to enable data
15 *to be stored* in the memory buffer. If Mankovitz's portable data coupon is modified to incorporate
16 the coupon filtering paradigm disclosed by Williams, it is not clear why an artisan of ordinary skill
17 would be led by the combined disclosure of these references to require a user to manipulate a key in
18 order to enable a modified portable data coupon to analyze coupon data to determine whether the
19 coupon data should be stored or not stored. Based on the functionality of Mankovitz's unmodified
20 portable data coupon, there would appear to be no requirement or obvious advantage to requiring
21 manipulation of such a key to enable incoming coupon data to be analyzed. Moreover, a
22 modification of Mankovitz's portable data coupon to require a user to manipulate a key to
23 affirmatively select a *storage mode* in order to enable the portable data coupon to analyze incoming
24 coupon data (to determine if such coupon data ought to be stored by the portable data coupon) does
25 not appear to be taught or suggested by the cited art.

26 The Examiner has asserted (final Office Action dated November 18, 2004, page 9,
27 paragraph 3) that because Williams discloses a coupon filtering paradigm, Williams discloses a key
28 operative to select a storage mode in which the controller analyzes extracted coupon data and saves
29 each coupon corresponding to the products and services selected by the user in the set-up mode.
30 While Williams does disclose a coupon filtering paradigm (which, as discussed above, is
distinguishable from the coupon filtering paradigm described and claimed by appellant), there does

1 not appear to be any basis to conclude that a keystroke is required to enable such coupon filtering to
2 occur. Williams does not teach that coupon filtering is only enabled after a user affirmatively
3 manipulates a key to switch such coupon filtering on.

4 Thus, enabling Mankovitz's portable data coupon to filter incoming coupon data according to
5 the coupon filtering paradigm disclosed by Williams does not require revising the operation of the
6 READ key, SAVE key, and SEND key disclosed by Mankovitz. Other than the application of
7 hindsight in order to achieve an equivalent to appellant's claims, there appears to be no reason to
8 further modify Mankovitz's portable data coupon to exhibit the same control logic (a state machine
9 exhibiting three functionally distinguishable states, a redeem mode, a setup mode, a storage mode)
10 disclosed and claimed by appellant.

11 By comparison, in appellant's Claims 9, 19, 29, and 31, the user manipulates a key to place the
12 electronic coupon in a storage mode. When in the storage mode, the controller analyzes extracted
13 coupon data and saves each coupon corresponding to the products and services selected by the user in
14 the setup mode. Thus, in appellant's claimed electronic coupon, coupons are only filtered and saved
15 when the user manipulates a key to change the state of the electronic coupon from one of the other
16 modes (i.e., from the set up mode or redeem mode) to the storage mode. The cited art, alone or in
17 combination, therefore does not teach or suggest an electronic coupon that includes a single mode key
18 enabling a user to selectively access a set-up mode, a storage mode, and a redeem mode.

18 Conclusion

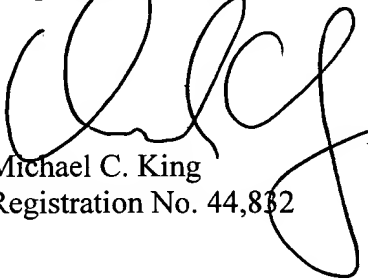
19 The art cited by the Examiner in rejecting Claims 1-25, 27, 29, and 31 as obvious does not in
20 combination disclose or suggest the recitation of these claims. Specifically, the cited art fails to teach any
21 equivalent to displaying a menu of products or services during a start up mode to enable the user to select
22 goods and services so that corresponding coupons are stored by the electronic coupon. The coupon
23 filtering method disclosed by Williams is not equivalent to appellant's recited method, because Williams
24 does not teach or suggest the step of displaying a *menu of products or services* to a user in a start up
25 mode specifically for the purpose of enabling the user to exert control over the types of coupons are
26 stored by all the electronic coupon. According to Williams' coupon filtering paradigm, it is a third party,
27 and not the user, who exerts control over the types of coupons that are stored.

28 The art cited by the Examiner in rejecting Claims 2, 24, 25 and 28 as unpatentable under
29 35 U.S.C. § 103 also does not in combination disclose the invention defined by these claims.
30 Specifically, the cited art fails to teach an electronic coupon that includes an integral decoder.

1 The art cited by the Examiner in rejecting Claims 9, 19, 29, and 31 as unpatentable under
2 35 U.S.C. § 103 does not in combination disclose the recitation of these claims. Specifically, the
3 cited art fails to teach or suggest an equivalent to appellant's recited coupon filtering, and fails to
4 teach or suggest requiring manipulation of a key to place the electronic coupon in a storage mode.

5 Appellant therefore respectfully requests that the Board of Patent Appeals and Interferences
6 overrule the Examiner's rejection of the claims and require that the Examiner pass this case to issue
7 without further delay.

8 Respectfully submitted,

9 
10
11 Michael C. King
12 Registration No. 44,832

13 MCK/RMA:klp
14

15 I hereby certify that this correspondence is being deposited with the U.S. Postal Service in a sealed
16 envelope as first class mail with postage thereon fully prepaid addressed to: Commissioner for Patents, P.O.
Box 1450, Alexandria, VA 22313-1450, on September 2, 2005.

17 Date: September 2, 2005

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2 VIII. CLAIMS APPENDIX

3 Claims on Appeal:

4 Claims 1-25, 27-29, and 31 remain pending in the application on appeal, Claims 26 and 30
5 having been previously cancelled.

6 1. A system for selectively storing and selectively displaying coupons defined by coupon
7 data extracted from a horizontal overscan portion of a video signal, the system comprising:

8 a decoder configured to receive a video signal during a transmission session and to extract
9 coupon data from the horizontal overscan portion of the video signal producing extracted coupon
10 data, the extracted coupon data defining a plurality of coupons relating to different products and
11 services; and

12 an electronic coupon configured to selectively store and to selectively display coupons
13 defined by the extracted coupon data, the electronic coupon comprising:

14 a display configured to selectively display coupons defined by the extracted
15 coupon data;

16 a plurality of control keys configured to selectively respond to actuation by a user;

17 a non-volatile memory configured to selectively store coupons defined by the
18 extracted coupon data, and

19 a controller configured to process the extracted coupon data produced by the
20 decoder, the controller being logically coupled to the display, to the plurality of control keys, and to
21 the non-volatile memory, the controller implementing the following functions:

22 enabling a user to selectively manipulate at least one of the of the
23 plurality of control keys to select a set-up mode prior to the transmission session, the controller
24 responding to the selection of the set-up mode by causing a menu including a plurality of different
25 products and services to be presented to the user on the display;

26 enabling a user to manipulate at least one of the of the plurality of
27 control keys to select at least one of the different products and services displayed in the menu,
28 selection of a product or a service indicating that the user desires extracted coupon data
29 corresponding to the product or the service selected to be stored in the electronic coupon; and

30 automatically analyzing the extracted coupon data produced by the
decoder, such that only coupons defined by the extracted coupon data that correspond to the at least

1 one of the different products and services selected by the user in the set-up mode are automatically
2 stored in the non-volatile memory, and each coupon defined by the extracted coupon data that does
3 not correspond to the at least one of the different products and services selected by the user in the
4 set-up mode is automatically discarded.

5 2. The system of Claim 1, wherein the decoder is an integrated part of the electronic coupon,
6 such that the decoder, the display, the at least one control key, the non-volatile memory, and the
7 controller are encompassed in a common housing, the common housing being sufficiently portable that
8 the electronic coupon is transportable to a retailer so that coupons stored thereon can be redeemed.

9 3. The system of Claim 1, wherein the electronic coupon further comprises a Liquid Crystal
10 Display (LCD) for displaying a selected coupon.

11 4. The system of Claim 3, wherein the selected coupon is displayed as a Universal Product
12 Code bar code.

13 5. The system of Claim 4, wherein the Universal Product Code can be read by a bar code
14 scanner.

15 6. The system of Claim 1, wherein the transmission session comprises a broadcast of a
16 television program.

17 7. The system of Claim 6, wherein the television program comprises a television
18 commercial.

19 8. The system of Claim 1, wherein when the non-volatile memory in the electronic coupon is
20 full, no additional extracted coupon data will be automatically stored until at least some previously
21 extracted coupon data are deleted.

22 9. The system of Claim 1, wherein at least one of the of the plurality of control keys
23 comprises a mode key, the mode key being operative to select between a storage mode and a redeem
24 mode, such that when in the storage mode, the controller analyzes extracted coupon data and saves
25 each coupon corresponding to the products and the services selected by the user in the set-up mode,
26 and when in the redeem mode, the controller causes a menu of each coupon stored in the electronic
coupon to be presented to the user on the display.

27 10. The system of Claim 9, wherein the mode key is further operative to select the set-up
28 mode.

29 11. The system of Claim 1, wherein the non-volatile memory comprises magnetic media.

30 12. The system of Claim 1, wherein the non-volatile memory comprises an electrical circuit.

1 13. A method for storing coupon data extracted from the horizontal overscan portion of a
2 video signal in an electronic coupon, the method comprising the steps of:

3 providing an electronic coupon configured to selectively store coupons defined by coupon
4 data extracted from the horizontal overscan portion of the video signal during a transmission session,
5 the electronic coupon comprising a controller configured to analyze and manipulate the extracted
6 coupon data;

7 before the transmission session, enabling a user to select a set-up mode available in the
8 electronic coupon by manipulating a key on the electronic coupon, the controller responding to
9 selection of the set-up mode by displaying a menu including a plurality of different products and
10 services;

11 enabling the user to select at least one of the different products and services, selection of a
12 product or a service indicating that the user desires extracted coupon data corresponding to the
13 product or the service selected to be stored in the electronic coupon;

14 receiving the video signal during a transmission session;

15 extracting coupon data from the horizontal overscan portion of the video signal; and

16 using the controller for automatically performing the steps of:

17 determining a product or a service corresponding to each coupon defined by the
18 extracted coupon data;

19 storing each coupon defined by the extracted coupon data corresponding to a product
20 or a service selected by the user, in the electronic coupon; and

21 discarding each coupon defined by the extracted coupon data that does not correspond
22 to a product or a service selected by the user.

23 14. The method of Claim 13, wherein the transmission session comprises a broadcast of a
24 television program.

25 15. The method of Claim 13, wherein the transmission session comprises a play-back of a
26 video taped program.

27 16. The method of Claim 13, wherein the step of storing each coupon defined by the
28 extracted coupon data corresponding to a product or a service selected by the user comprises the step
29 of storing the coupon in a non-volatile memory in the electronic coupon.

30 17. The method of Claim 13, further comprising the step of enabling a user to select a
redeem mode available on the electronic coupon by manipulating a key on the electronic coupon, the

1 controller responding to selection of the redeem mode by displaying a menu of stored coupons
2 defined by the extracted coupon data corresponding to a product or a service selected by the user.

3 18. The method of Claim 17, further comprising the step of enabling the user to select one of
4 the stored coupons displayed in the menu of stored coupons, the controller responding to selection of
5 one of the stored coupons by displaying the stored coupon.

6 19. The method of Claim 13, further comprising the step of enabling the user to select a
7 storage mode available in the electronic coupon by manipulating a key on the electronic coupon, the
8 controller responding to selection of the storage mode by analyzing the extracted coupon data as the
9 data are received by the electronic coupon.

10 20. The method of Claim 18, wherein the coupon displayed comprises a Universal Product
11 Code bar code.

12 21. The method of Claim 20, wherein the coupon displayed can be read by a bar code
13 scanner.

14 22. The method of Claim 16, wherein the non-volatile memory comprises magnetic media.

15 23. The method of Claim 16, wherein the non-volatile memory comprises an electrical
16 circuit.

17 24. An electronic coupon for decoding and selectively storing coupon data that are encoded
18 in a horizontal overscan portion of a video signal, the electronic coupon comprising:

19 a decoder configured to receive the video signal, said decoder processing video signals thus
20 received to decode coupon data that are encoded in the horizontal overscan portion of the video
21 signal, producing decoded coupon data, the decoded coupon data defining at least one coupon;

22 a display configured to selectively display coupons defined by the decoded coupon data;

23 a plurality of control keys configured to be selectively controlled by a user;

24 a memory in which selected coupons defined by the coupon data decoded by the decoder can
25 be stored; and

26 a processor configured to process the decoded coupon data produced by the decoder, the
27 processor being logically coupled to the display, to the plurality of control keys, and to the memory,
28 the processor implementing the following functions:

29 enabling a user to manipulate at least one of the of the plurality of control keys to
30 select a set-up mode prior to a transmission session, the controller responding to the selection of the
set-up mode by causing a menu including a plurality of different products and services to be

1 presented to the user on the display, selection of a product or a service indicating that the user
2 desires decoded coupon data corresponding to the product or the service selected to be stored in the
3 electronic coupon;

4 enabling a user to manipulate at least one of the of the plurality of control keys to
5 select at least one of the different products and services displayed in the menu;

6 automatically analyzing the decoded coupon data produced by the decoder, such that
7 only coupons defined by the decoded coupon data that correspond to a product or a service selected
8 by the user in the set-up mode are automatically stored in the memory, and each coupon defined by
9 the decoded coupon data that does not correspond to a product or a service selected by the user in the
10 set-up mode is automatically discarded, the decoder, the display, the plurality of control keys, the
11 memory, and the processor being encompassed in a common housing, the common housing being
12 sufficiently portable that the electronic coupon is transportable to a retailer, where coupons stored
13 therein are redeemable.

14 25. The system of Claim 24, wherein the memory comprises magnetic media.

15 27. A system for decoding and selectively storing coupon data that are encoded in a
16 horizontal overscan portion of a video signal, the system comprising:

17 a decoder adapted to receive the video signal, said decoder processing video signals thus
18 received to decode coupon data that are encoded in the horizontal overscan portion of the video
19 signal the decoded coupon data defining at least one coupon;

20 an electronic coupon comprising:

21 a receiver adapted to receive decoded coupon data from said decoder;

22 a memory for use in storing selected coupon data decoded by the decoder;

23 a display enabling a user to view the coupon data decoded by the decoder;

24 a plurality of control keys to selectively control a display of coupon data decoded by
the decoder; and

25 a processor logically coupled to said receiver, to said memory, to said display, and to said
26 plurality of control keys, said processor enabling a user to selectively manipulate the decoded coupon
27 data received from the decoder by the receiver, said processor enabling a user to manipulate at least one
28 of said plurality of control keys to select a set-up mode, such that when the set-up mode is selected, a
29 user is presented with a menu comprising a plurality of different products and services that a user can
30 select by manipulating at least one of said plurality of control keys, so that said processor automatically

1 evaluates any decoded coupon data received by said receiver, such that decoded coupon data that
2 correspond to a selected product or service are automatically stored in said memory, and decoded coupon
3 data that do not correspond to a selected product or service are automatically not stored in said memory,
4 selection of a product or service indicating that the user desires decoded coupon data corresponding to
5 the product or the service selected to be stored in the electronic coupon.

6 28. A method for delivering and storing coupon data for an electronic coupon using the
7 horizontal overscan portion of a video signal, the method comprising the steps of:

8 providing an electronic coupon including a decoder configured to extract coupon data from
9 the horizontal overscan portion of the video signal, such that the decoder and other functional
10 components of the electronic coupon are encompassed in a common housing that is readily taken to
11 a retailer to redeem a coupon stored in the electronic coupon;

12 receiving the video signal at the electronic coupon during a transmission session;

13 extracting coupon data from the horizontal overscan portion of a video signal using the
14 decoder in the electronic coupon;

15 storing the coupon data extracted by the decoder in the electronic coupon,

16 taking the electronic coupon that includes the decoder to a retailer, to redeem a coupon stored
17 in the electronic coupon; and

18 displaying the electronic coupon to a retailer to redeem the electronic coupon.

19 29. A method for delivering and selectively storing coupon data using the horizontal
20 overscan portion of a video signal, the method comprising the steps of:

21 providing an electronic coupon comprising a plurality of keys configured to receive input
22 from a user, the plurality of keys including a mode key operative to enable a user to toggle between a
23 start up mode and a storage mode;

24 actuating the mode key to selectively enter the start up mode, such that in response to
25 selection of the start up mode, the electronic coupon automatically displays a menu including a
26 plurality of products and services;

27 enabling a user to select at least one product or service from the menu, selection of a product
28 or a service indicating that the user desires coupon data corresponding to the product or the service
29 selected to be stored in the electronic coupon;

30 actuating the mode key to selectively enter the storage mode, such that in response to
selection of the storage mode, the electronic coupon is enabled to automatically evaluate any coupon

1 data extracted from the horizontal overscan portion of a video signal to determine if such coupon
2 data correspond to a product or a service selected in the start up mode;

3 receiving the video signal;

4 extracting coupon data from the horizontal overscan portion of the video signal;

5 automatically evaluating the extracted coupon data with the electronic coupon; and

6 if the extracted coupon data matches a selected product or service, then automatically storing
7 the extracted coupon data, and otherwise, not storing the extracted coupon data.

8 31. A system for decoding and storing coupon data that are encoded in a horizontal overscan
9 portion of a video signal, the system comprising:

10 a decoder adapted to receive the video signal, the decoder processing video signals thus
11 received to extract coupon data that are encoded in the horizontal overscan portion of the video
12 signal, the extracted coupon data defining a plurality of coupons, at least some of the coupons
13 corresponding to different products and services;

14 an electronic coupon comprising:

15 a receiver configured to receive the plurality of coupons extracted by the decoder;

16 a memory configured to selectively store coupons received by the electronic
17 controller;

18 a display enabling a user to selectively view a coupon stored in the memory;

19 a plurality of control keys configured to receive an input from a user, including a mode
20 key enabling a user to selectively toggle between a set-up mode, a storage mode, and a redeem mode;
21 and

22 a processor logically coupled to the receiver, to the memory, to the display, and to the
23 plurality of control keys, the processor implementing at least the following functions:

24 responding to a user using the mode key to select the set-up mode by displaying a
25 menu including a plurality of different products and services to the user on the display;

26 enabling a user to manipulate at least one of the plurality of control keys to
27 select at least one of the different products and services displayed in the menu in the set-up mode,
28 selection of a product or service indicating that the user desires coupons extracted by the decoder
29 that correspond to the product or the service selected to be stored in the electronic coupon;

30 responding to a user using the mode key to select the storage mode by
automatically analyzing each coupon defined by coupon data extracted from a video signal by the

1 decoder and received by the electronic coupon, such that only coupons that correspond to a product
2 or a service selected by the user in the set-up mode are automatically stored in the memory, and each
3 coupon that does not correspond to a product or a service selected by the user in the set-up mode is
4 automatically discarded; and

5 responding to a user manipulating the mode key to select the redeem mode by
6 displaying a menu including each coupon stored in the memory.